

Michael F. Easley  
Governor



State of North Carolina  
Office of the Governor

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**GOV. EASLEY ANNOUNCES 2007 TOURISM SPENDING SETS RECORD**  
*Visitors Spent More Than \$16.5 Billion In North Carolina Last Year*

**RALEIGH** – Gov. Mike Easley announced today that visitors to North Carolina spent more than \$16.5 billion in 2007, an increase of 7.2 percent from 2006. The amount was more than the previous record of \$15.4 billion set in 2006. Employment in the travel and tourism industry for 2007 also saw an increase of 2 percent compared with the previous year.

“From skiing in the winter to an endless variety of summer vacation opportunities, the many wonderful attractions in North Carolina make our state one of the nation’s top travel destinations,” said Easley. “Our aggressive efforts to promote tourism are paying off in good jobs and more recreational opportunities for residents and visitors alike.”

The visitor spending figures are the preliminary results of an annual study of the travel industry in North Carolina conducted by the Travel Industry Association of America. The study uses tax revenue data to determine the overall economic impact of travel from both domestic and international sources.

Highlights include:

- 7.2 percent increase, to \$16.5 billion in visitor spending in 2007, up from \$15.4 billion in 2006.
- \$1.3 billion in tax revenues paid by North Carolina visitors. State tax revenue totaled \$815 million, while local taxes were \$529 million from travel-related businesses.
- 190,000 North Carolinians employed in the travel and tourism industry, an increase of 3,700 jobs, or 2 percent from 2006.
- 36.9 percent increase in visitor spending in North Carolina since the start of 2001.

For more information about North Carolina’s tourism industry, contact the N.C. Commerce Department’s Division of Tourism, Film and Sports Development at 919-733-4171, 1-800-VISITNC or [www.visitnc.com](http://www.visitnc.com).

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